

WHAT WORRIES THE WORLD?

May 2022



GAME CHANGERS



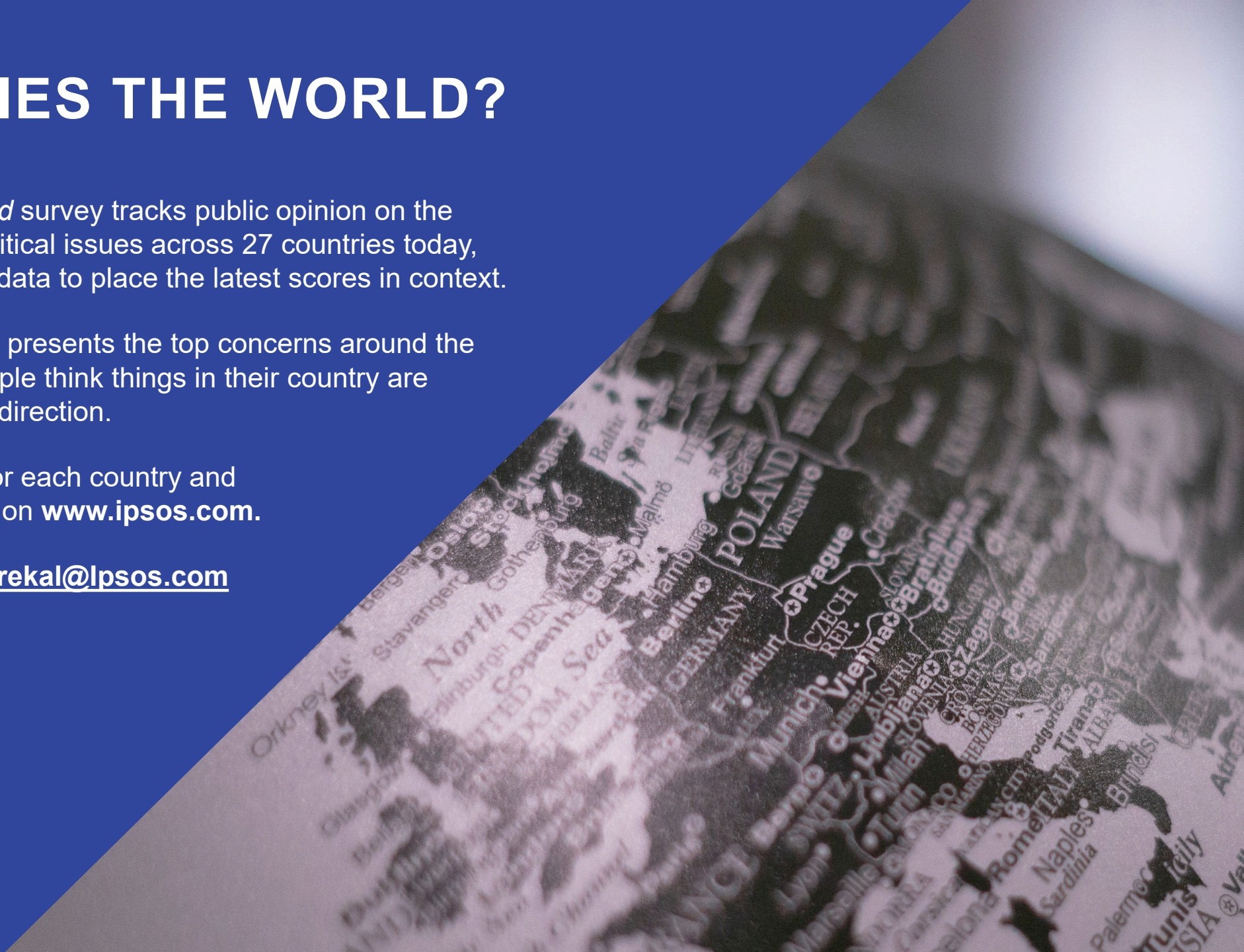
WHAT WORRIES THE WORLD?

Ipsos' *What Worries the World* survey tracks public opinion on the most important social and political issues across 27 countries today, drawing on over ten years of data to place the latest scores in context.

This **global summary report** presents the top concerns around the world, alongside whether people think things in their country are heading in the right or wrong direction.

Full breakdowns of findings for each country and each issue are also available on www.ipsos.com.

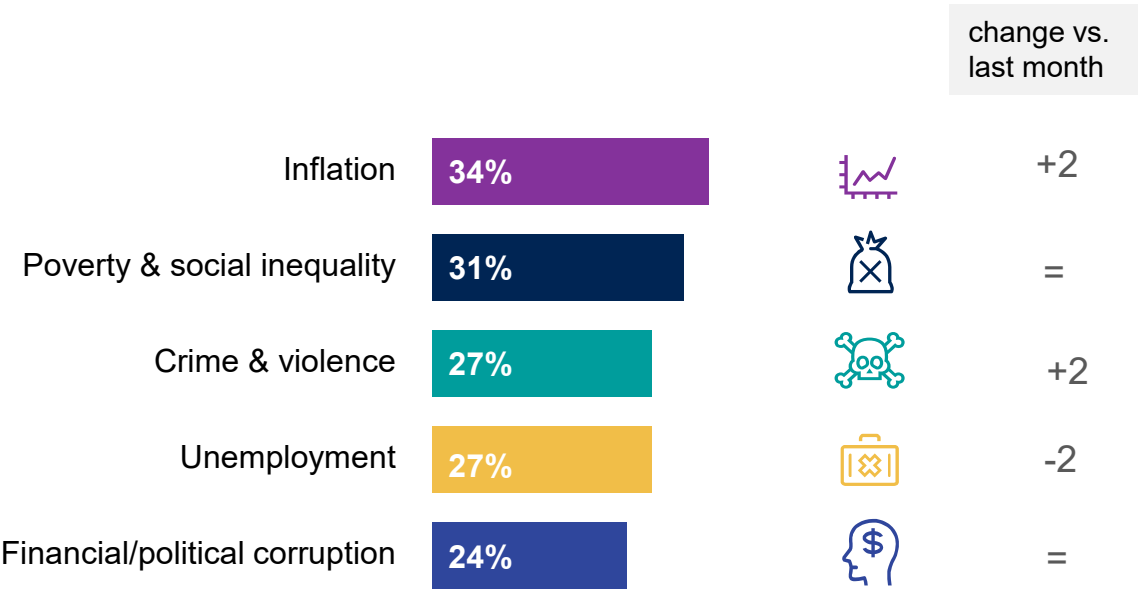
Please contact Teodros.Gebrekal@ipsos.com for more information.



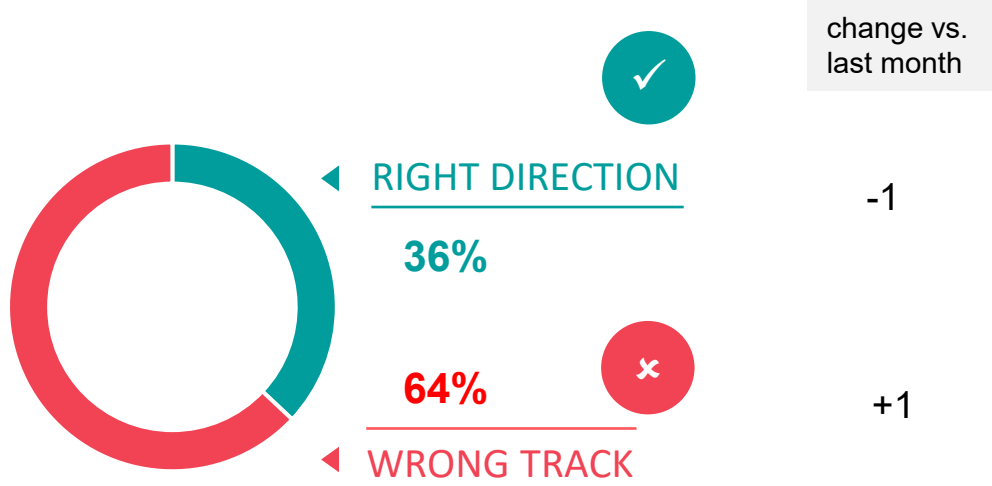
WHAT WORRIES THE WORLD? MAY 2022

After making the top spot for the first-time last month, worry about inflation is still rising and remains the top concern globally. Crime & violence is moving up the rankings and is now in joint third place. Meanwhile, almost two in three say things in their country are heading in the wrong direction.

Q Which three of the following topics do you find the most worrying in your country?



Q Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

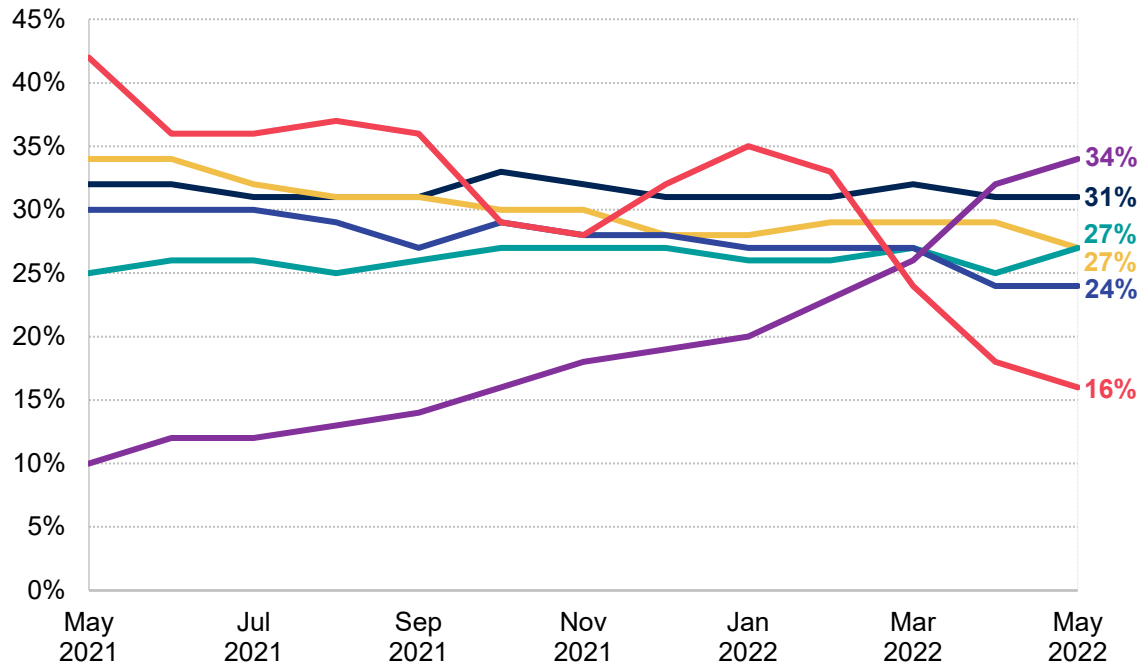


Base: Representative sample of 19,505 adults aged 16-74 in 27 participating countries April 22nd 2022 – May 6th 2022.

Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

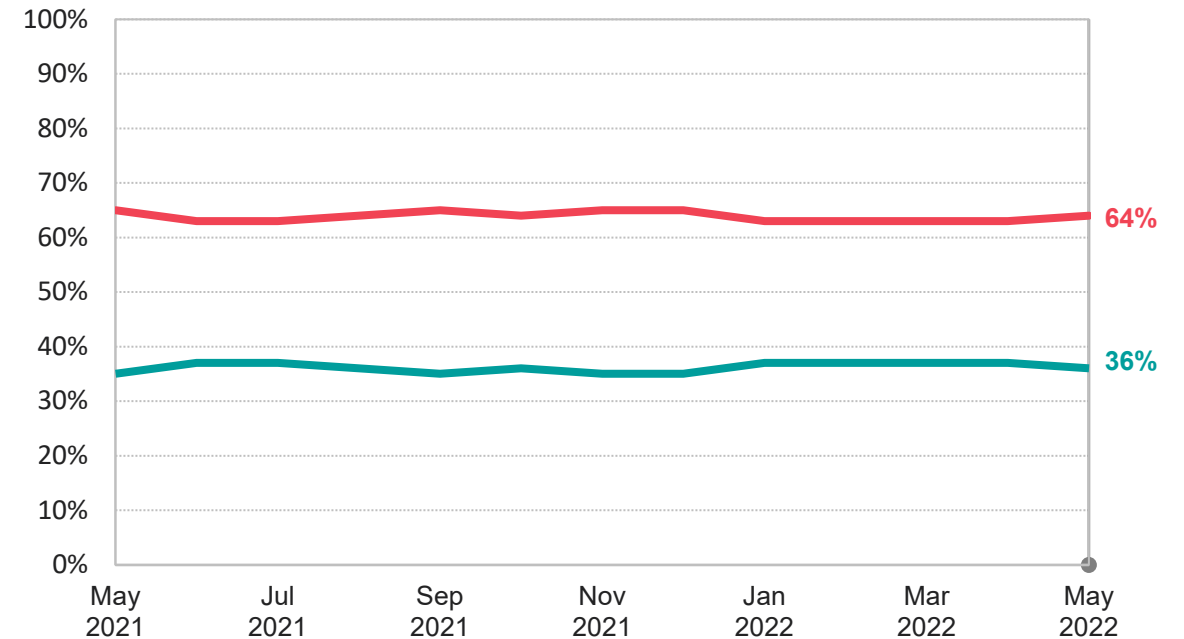
WHAT WORRIES THE WORLD? 12-MONTH TREND

Q Which three of the following topics do you find the most worrying in your country?



- 
Inflation
- 
Poverty & social inequality
- 
Crime & violence
- 
Unemployment
- 
Financial/political corruption
- 
Coronavirus
 8th place this month

Q Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



-  **Right Direction**
-  **Wrong Track**

Base: Representative sample of c.19,505 adults aged 16-74 in 27 participating countries, May 2021 – May 2022

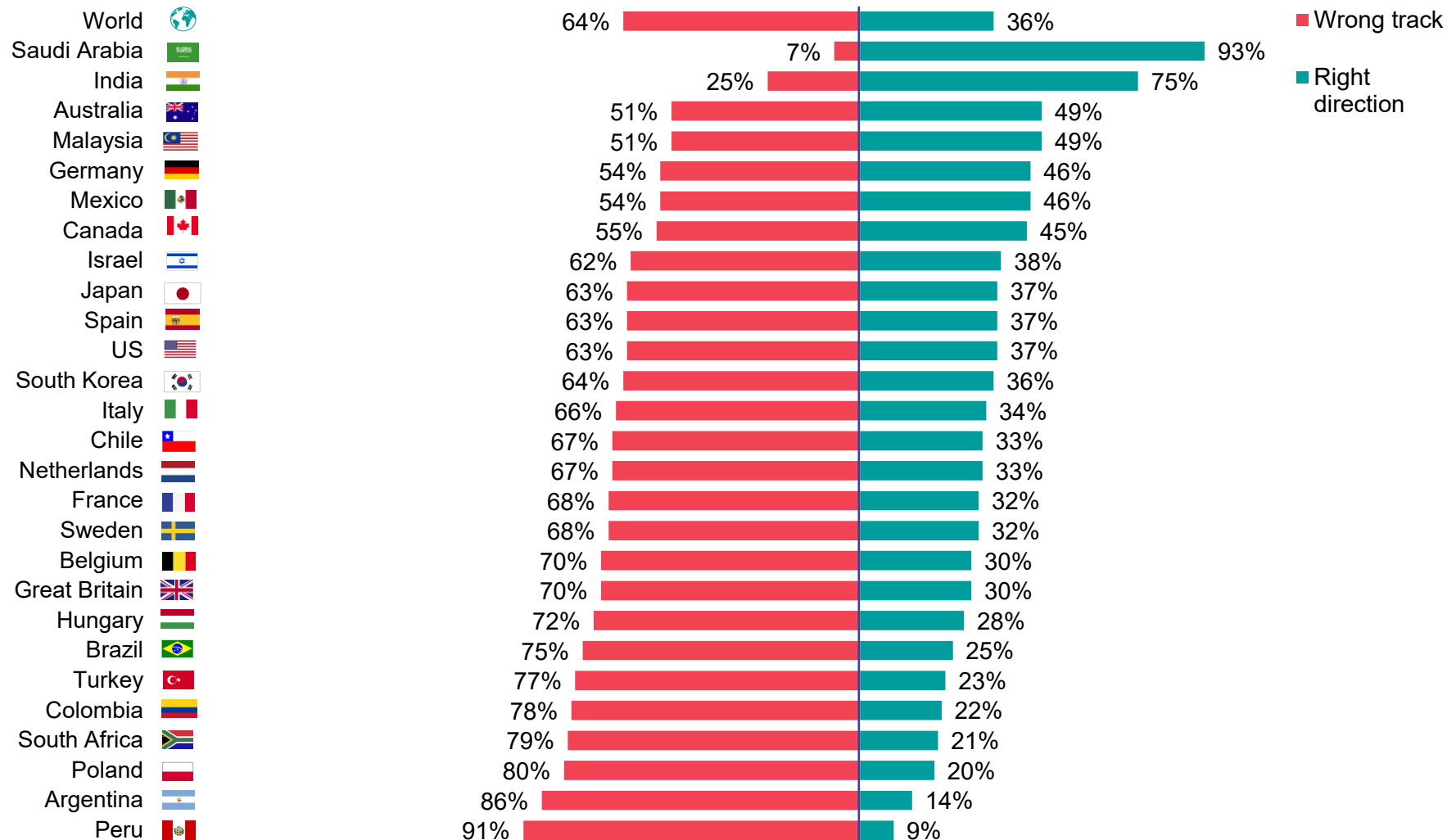
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*

DIRECTION OF TRAVEL ALL COUNTRIES



RIGHT DIRECTION VS. WRONG TRACK MONITOR

Q Would you say things in this country are heading in the right direction, or are they off on the wrong track? (May 2022)



Across the 27 nations surveyed, 64% on average say that things in their country are on the wrong track while 36% think they are heading in the right direction.

Peru and Argentina have the largest proportion saying that their country is heading in the wrong direction (91% and 86%). There is a 9-point increase on the “wrong track” score in Chile and an 8-point rise in Hungary since last month.

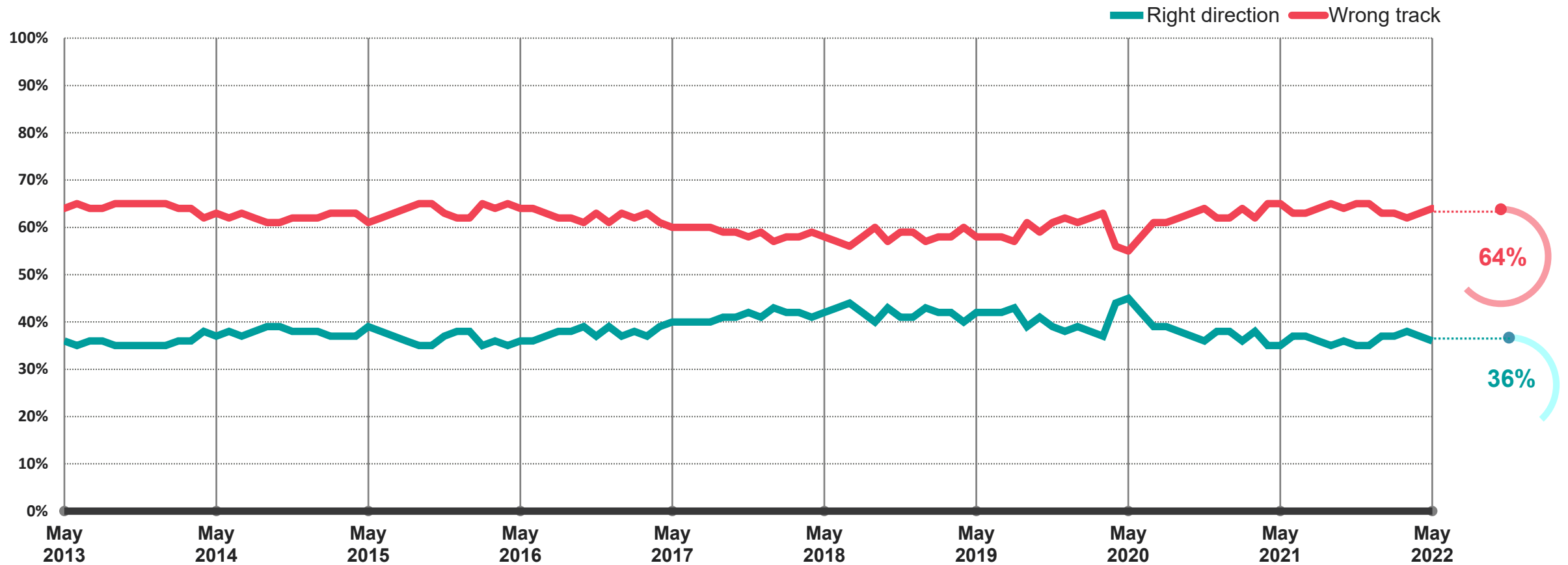
Meanwhile, Saudi Arabia and India remain the most positive about their country (93% and 75%). While Israel has seen a 9-point increase in its “right track” score since last month and Spain and Colombia have both seen a 6-point rise.

Base: Representative sample of 19,505 adults aged 16-74 in 27 participating countries April 22nd 2022 – May 6th 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



GLOBAL: RIGHT DIRECTION/WRONG TRACK

Q Would you say things in this country are heading in the right direction, or are they off on the wrong track?
(Global country average score)



Base: Representative sample c. 19,000 adults aged 16-74 in 27 participating countries, 2013 - 2022.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

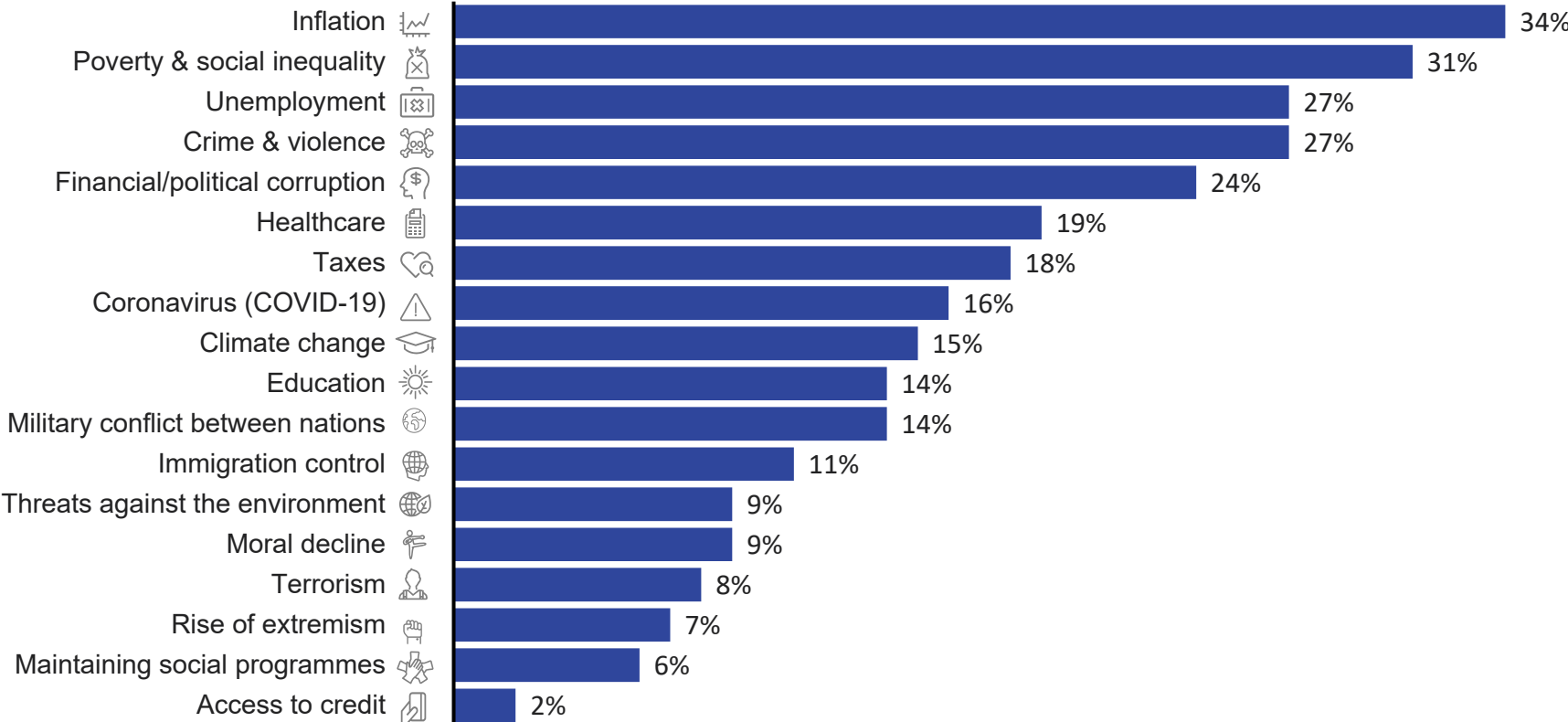
WORRIES THE WORLD? TOP ISSUES RANKED



WORLD WORRIES: THE FULL LIST

Q Which three of the following topics do you find the most worrying in your country?

% mentioned in May 2022 (global country average)



This full ranking of the 18 issues in our survey gives an overview of what people in 27 countries worry about today.

After taking the top spot for the first time last month, inflation has stayed the number one concern globally.

Crime & violence has moved up one spot from fourth last in April to level third alongside unemployment.

Meanwhile Coronavirus has remained in eighth place. At the start of 2022, it was top of our global rankings.

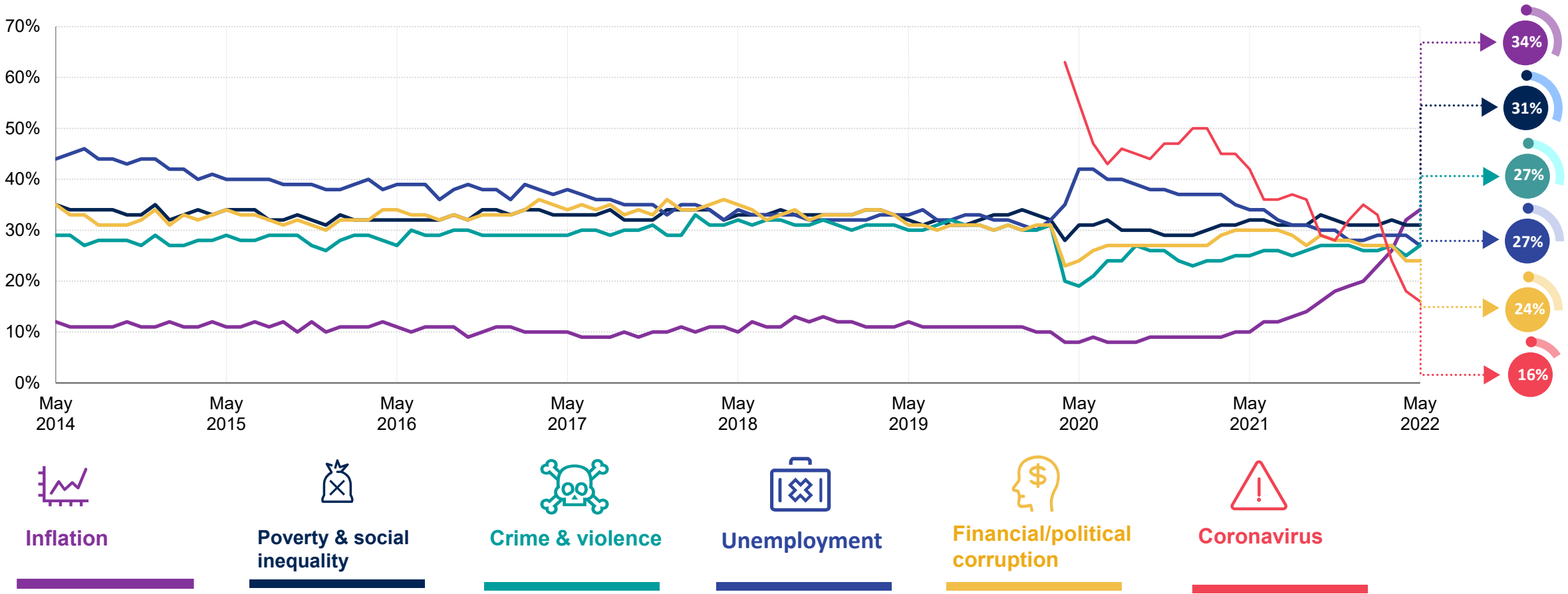
Base: Representative sample of 19,505 adults aged 16-74 in 27 participating countries April 22nd 2022 – May 6th 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



WORLD WORRIES: LONG-TERM TREND:

Q Which three of the following topics do you find the most worrying in your country?

Global country average

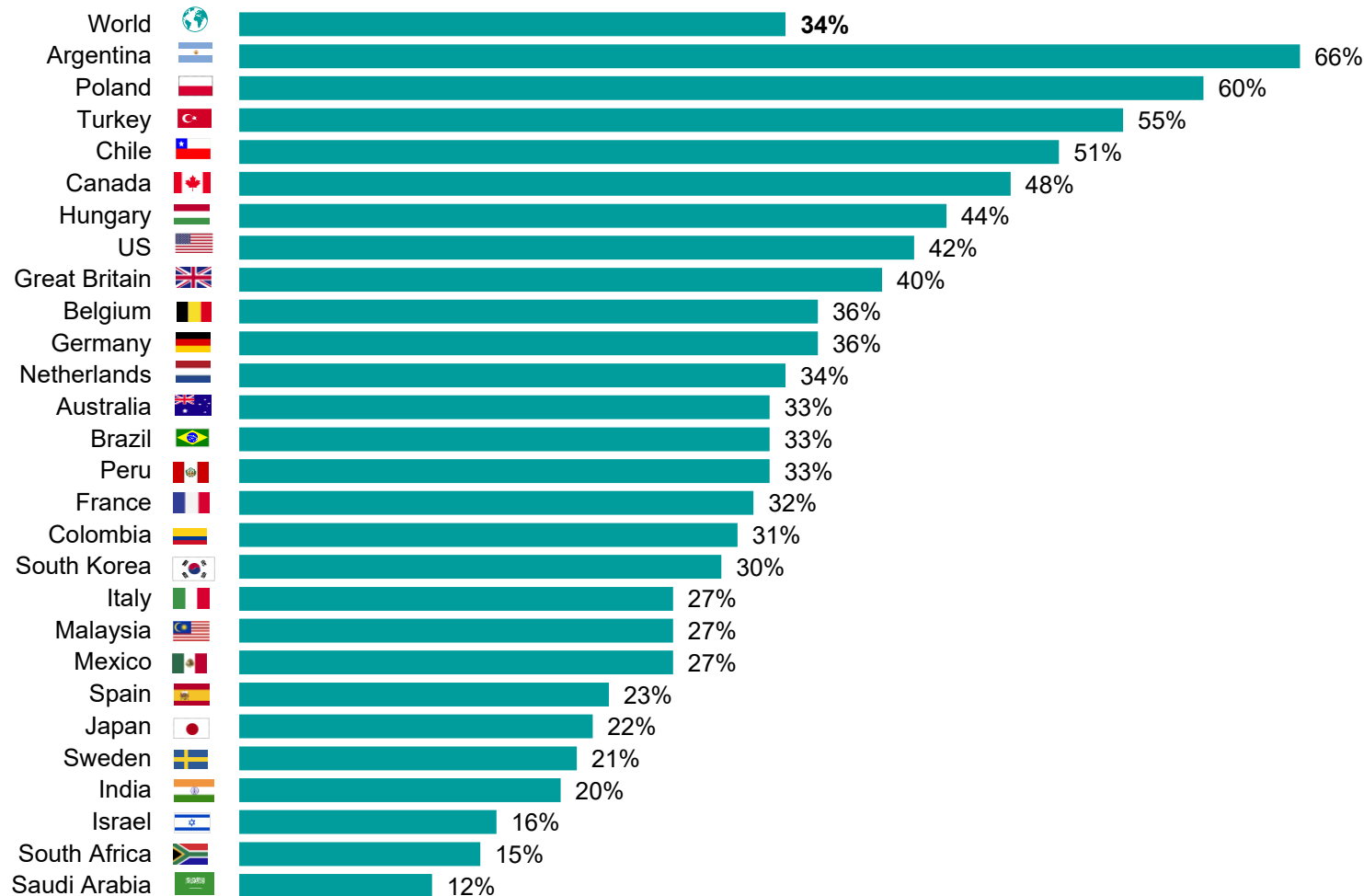


Base: Representative sample c. 18,000-21,000 adults aged 16-74 in 27 participating countries, 2014 – 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



1 | INFLATION

(%) worried in May 2022 in each country



Worry about inflation has risen for the tenth month in a row and remains the number one concern in our index.

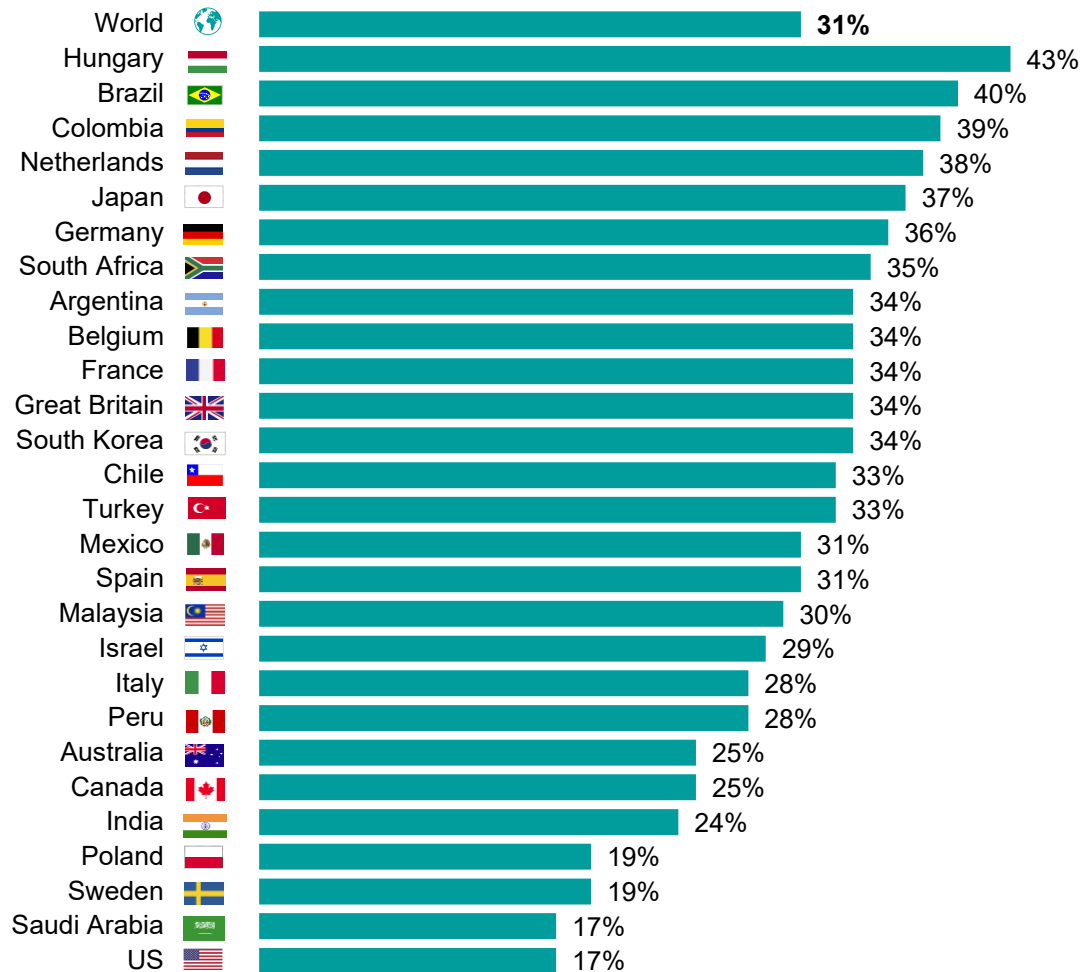
July 2021 was the last time global inflation figure in *What Worries the World* was not higher than the previous month. Back then the global average was 12%, well below the current figure of 34%.

In April, 26 countries saw a rise in concern for inflation and May sees an increase in 18 markets. The biggest rises are in Chile (+12), Poland (+9) and South Korea (+9).

Inflation was already the number one concern in Argentina, Canada, Great Britain, Poland, Turkey and the US, with Australia now joining that list.

2 | POVERTY & SOCIAL INEQUALITY

(%) worried in May 2022 in each country



Poverty and social inequality is the second global concern, with one in three on average across our 27 countries (31%) saying it is an important issue facing their country today.

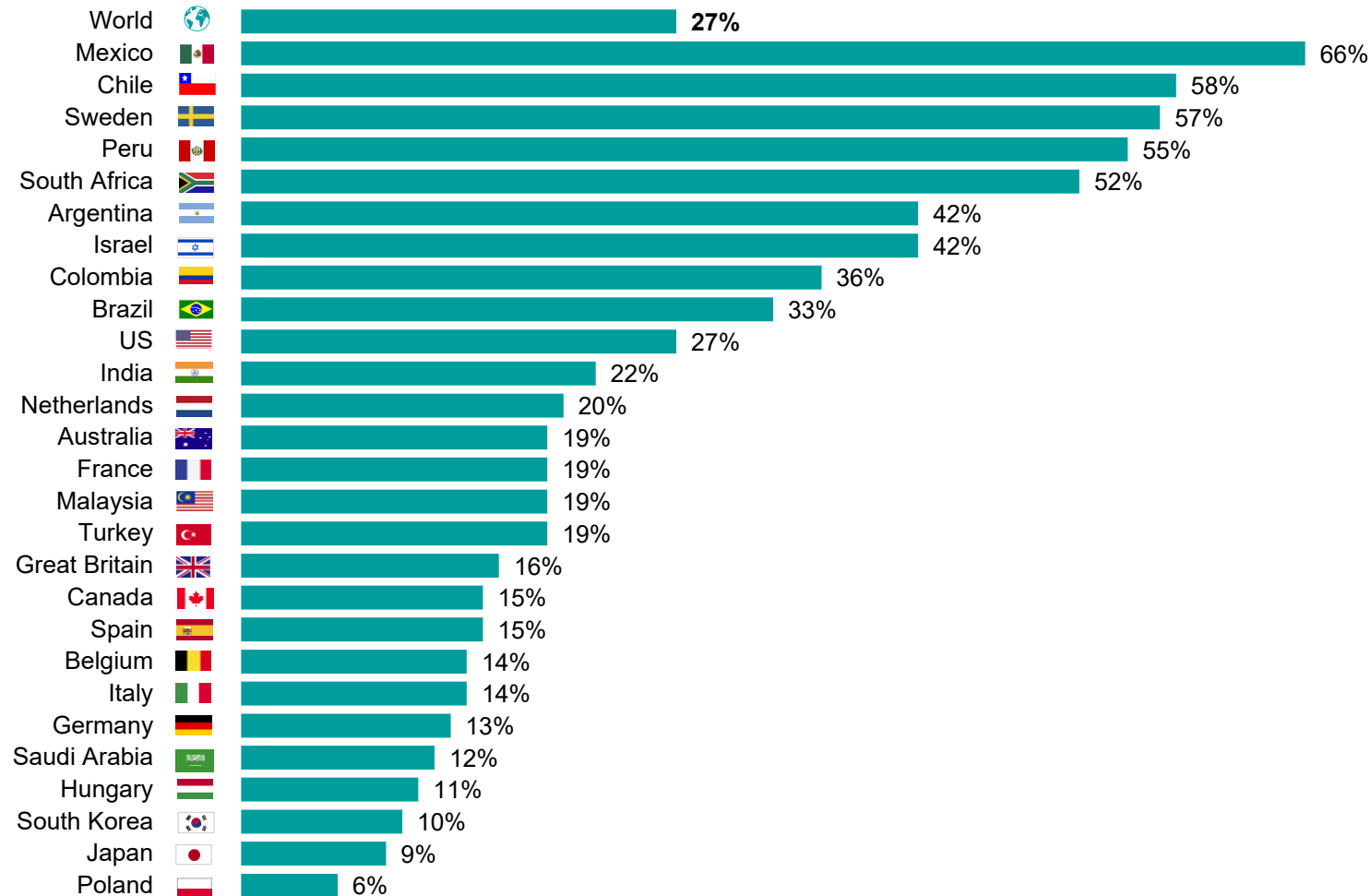
Hungary ranks first for concern about poverty and social inequality (43%), followed by Brazil (40%), Colombia (39%), Netherlands (38%), and Japan (37%).

Chile sees the largest increase in concern since last month, up seven points. The biggest fall is in Turkey, down six points.

Only three countries have poverty and social inequality as their number one concern – Brazil, France and the Netherlands.

3 | CRIME & VIOLENCE

(%) worried in May 2022 in each country



Worry about crime & violence has risen two points in May to 27%. Eight of the top nine countries this month have seen increases in concern.

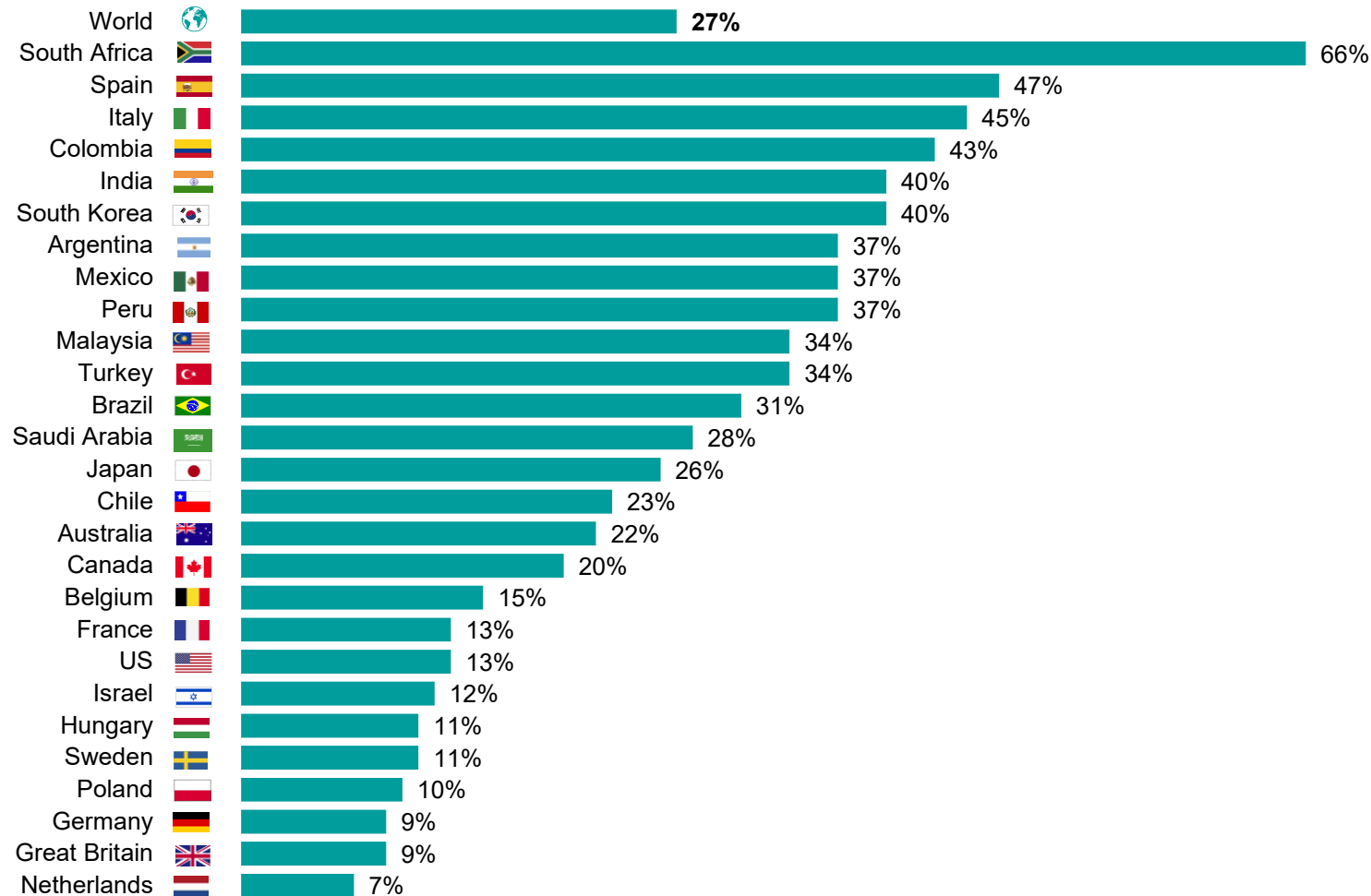
The country with the biggest rise is Mexico (+10), with two-thirds now having crime & violence as one of their top issues.

Mexico remains top of the rankings but all countries in the top five have seen rises, including Chile (+4), Sweden (+1), Peru (+8), and South Africa (+2). Israel (+3), Colombia (+5), and Brazil (+4) have also seen an increase in concern.

Mexico, Chile and Sweden all have crime & violence as their top worry.

3 | UNEMPLOYMENT AND JOBS

(%) worried in May 2022 in each country



One in four (27%) globally say that unemployment/jobs is a concerning issue in their country today, down two points on last month.

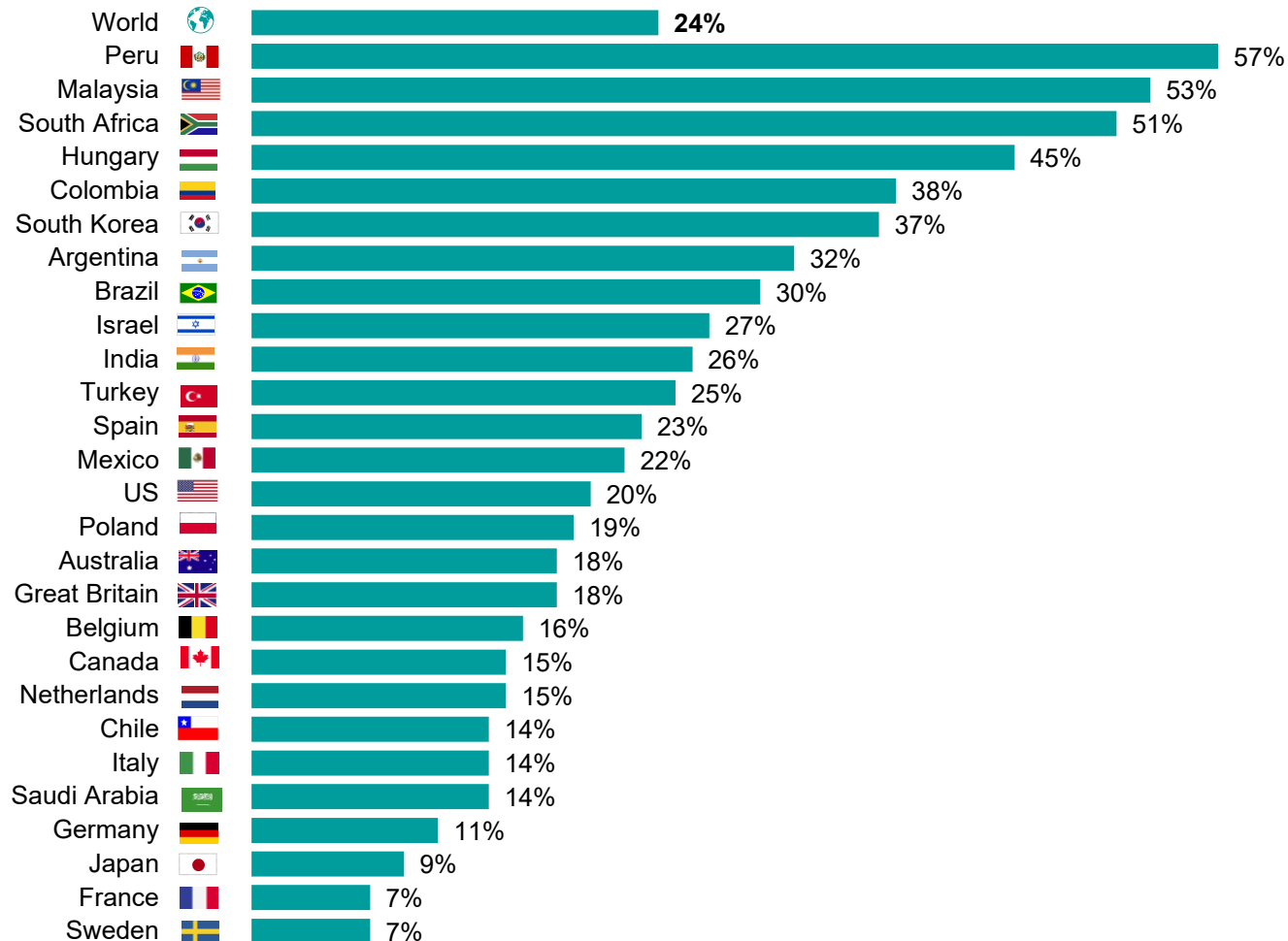
Unemployment concern was at 34% globally 12 months ago and reached 42% in the earlier stages of the pandemic.

Two-thirds (66%) of South Africans currently say that jobs are a top worry in their country. Spain (47%), Italy (45%), Colombia (43%), and India (40%) round out the top five.

Jobs remain the number one concern in Saudi Arabia, India, Italy, South Africa, South Korea, and Spain.

5 | FINANCIAL/POLITICAL CORRUPTION

(%) worried in May 2022 in each country



Financial/political corruption stays fifth in our global list of top concerns. On average, one in four (24%) say it is a top issue in their country today, level with April.

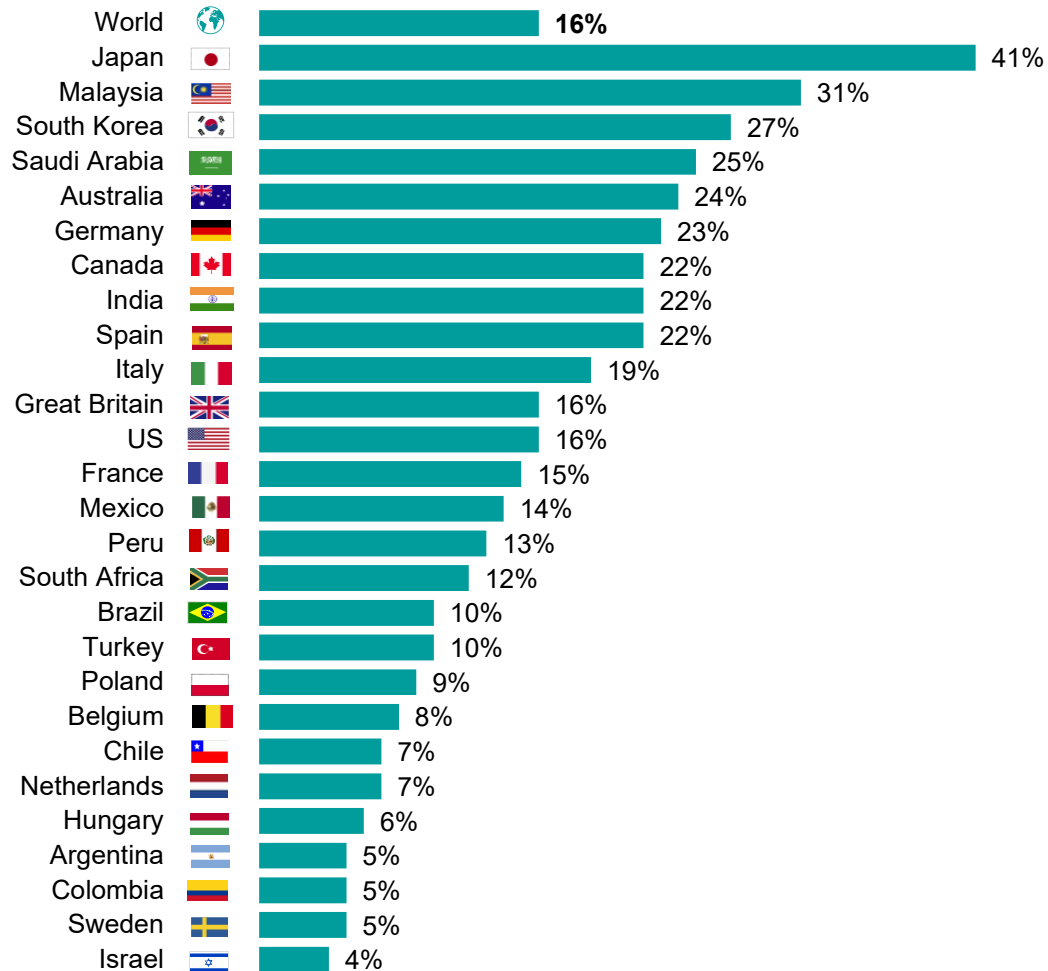
Concern is highest in Peru, Malaysia and South Africa, where more than one in two choose it as one of the most important issues facing their country.

After being third last month, Peru is now the country which tops our list, following a nine point increase in May.

While remaining in the top five, Colombia has seen a six point fall in the percentage mentioning it this month. Corruption has been the top concern in the country for the last two months, but in May it is only the number one concern in two countries: Peru and Malaysia.

8 | SPOTLIGHT ON CORONAVIRUS

(%) worried in May 2022 in each country



After being the top concern in February, Covid-19 remains in eighth place and records its lowest score to date for the third month in a row since we began tracking it almost two years ago.

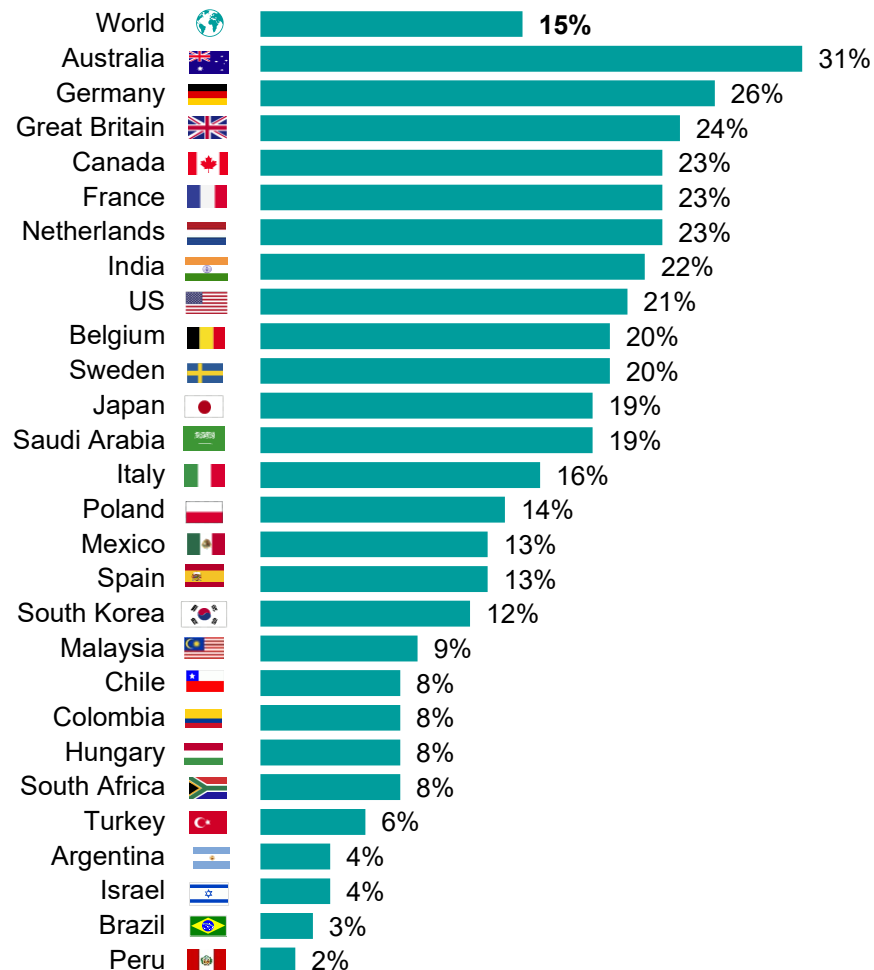
Globally, the proportion concerned about Coronavirus drops a further two points to 16% (down from 33% in February). Japan (41%), Malaysia (31%), and South Korea (27%) make up the top three, but all three have seen falls in concern (-6, -10, -18 respectively).

Six countries have seen a rise in worry, with Spain seeing the biggest increase of +7. Saudi Arabia is now fourth out of 27 countries after concern rose +3.

Japan remains the only country where Covid is the top concern, compared to 12 at the start of the year.

9 | SPOTLIGHT ON CLIMATE CHANGE

(%) worried in May 2022 in each country



Across all 27 countries, 15% on average say that climate change is among the most important issues facing their country today, level with last month.

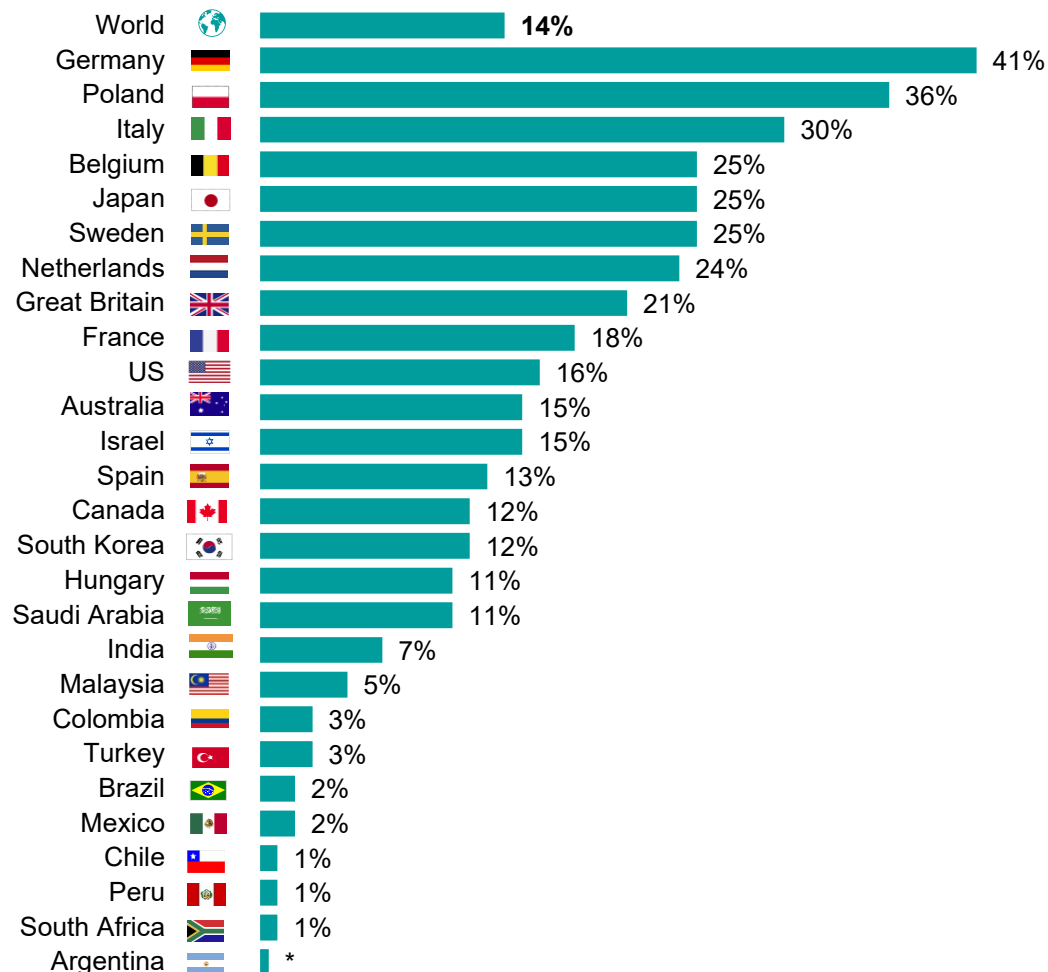
Climate change currently sits in 9th position in our ranking of 18 issues, up from 10th in April.

Australia is most concerned (31%) and sees a small 2-point increase in this wave, putting it ahead of Germany (26%) and Great Britain (24%). For the last two months it was the top concern in Australia, but with concern about inflation rising, now no country has climate change as their number one issue.

One country where concern is rising is in India, which has seen a 7-point rise this month (the highest of 27 countries) to 22%. This is up from 11% 12 months ago and 13% in March.

11 | SPOTLIGHT ON MILITARY CONFLICT BETWEEN NATIONS

(%) worried in May 2022 in each country



Military conflict between nations was added to *What Worries the World* last month, the global figure remains flat at 14% and it stays in 11th place in our rankings.

Concern in Germany has risen six points and it is now the most concerned country globally on the issue. Germans have it as the number one concern out of 18 issues, the only country where this is the case.

Italy (+4), Belgium (+3), and Japan (+6) are in the top five and have seen increases in worry. Poland, which was top last month, has seen a decline in concern and is now number two in the rankings.

European countries are the most concerned, but like Poland, many of those in the top ten have seen declines in worry. These include Sweden (-5), Great Britain (-7), and France (-2).

ECONOMIC FOCUS

THE STATE OF THE ECONOMY IN MY COUNTRY

Running alongside our *What Worries the World* survey, Ipsos' monthly *Global Consumer Confidence* study asks the public in 27 countries questions relating to the economy and finance, on a country and personal level.

The following section draws on some of this data to provide extra context to this month's *What Worries the World* report. It shows how the public rate the current economic climate in their country.

Find out more on our consolidated global economic indicator portal:
<https://www.ipsosglobalindicators.com/>

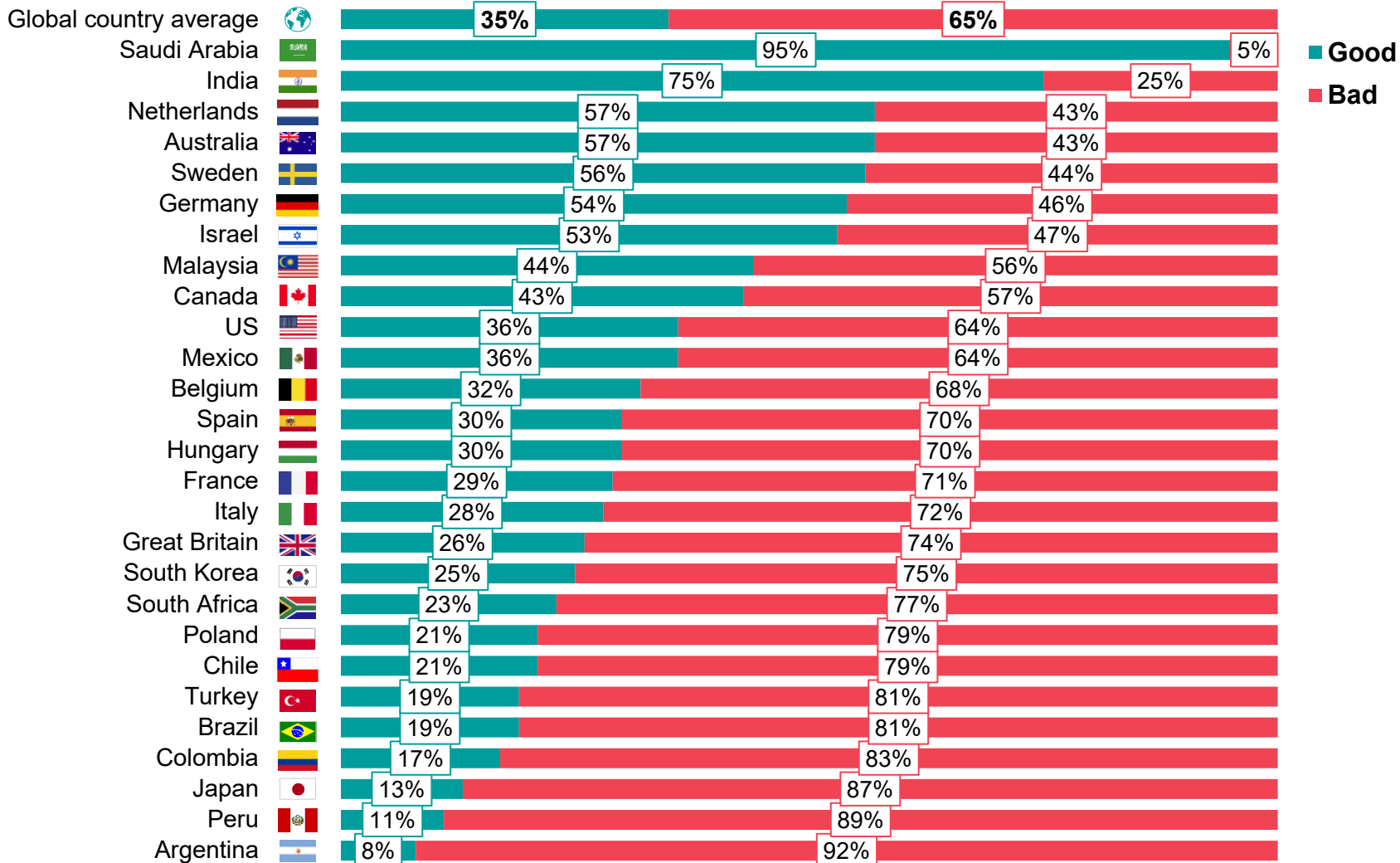
Please contact: Nicolas.Boyon@Ipsos.com for more information.



CURRENT ECONOMIC SITUATION

Read more about perceptions of the economy in the Ipsos Global Consumer Confidence survey and explore the data in the [Ipsos Global Economic Indicator portal](#).

Q How would you describe the current economic situation in your country?



Across all countries, 35% on average say that the current economic situation in their country is good, while a majority (65%) say that it is bad.

After experiencing a steep drop last month, Spain's score is up 12 points with 30% of people saying the state of their country's current economy is good. Large increases are also seen this month in Israel (+6) and Canada (+5).

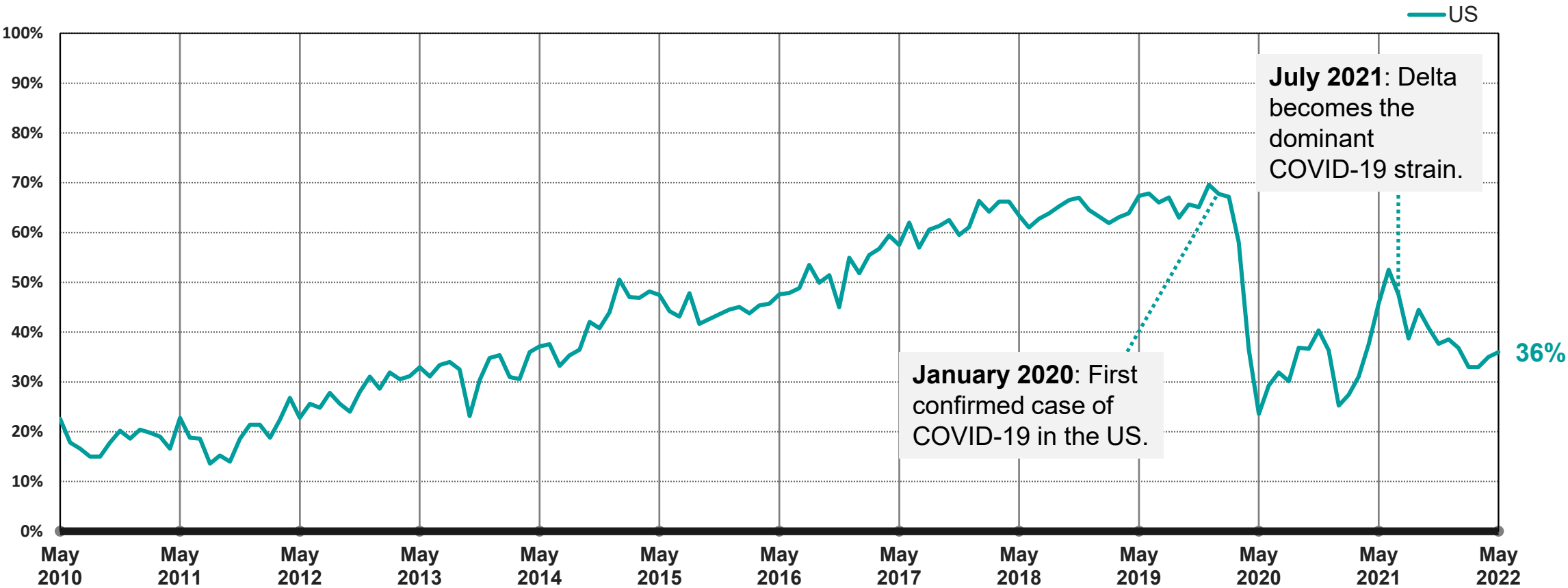
After dropping 12 points last month, Great Britain's score falls a further 4 points this month, down to 26%.

Elsewhere, the largest decreases are seen in Poland (-7 down to 21%), Sweden (-5 down to 21%) and Malaysia (-5 down to 44%).

Argentina is once again at the bottom of the table this month, with only 8% of people rating the country's economic situation as good.

CURRENT ECONOMIC SITUATION: THE US

Q How would you describe the current economic situation in your country?
(% 'Very good' or 'Somewhat good')

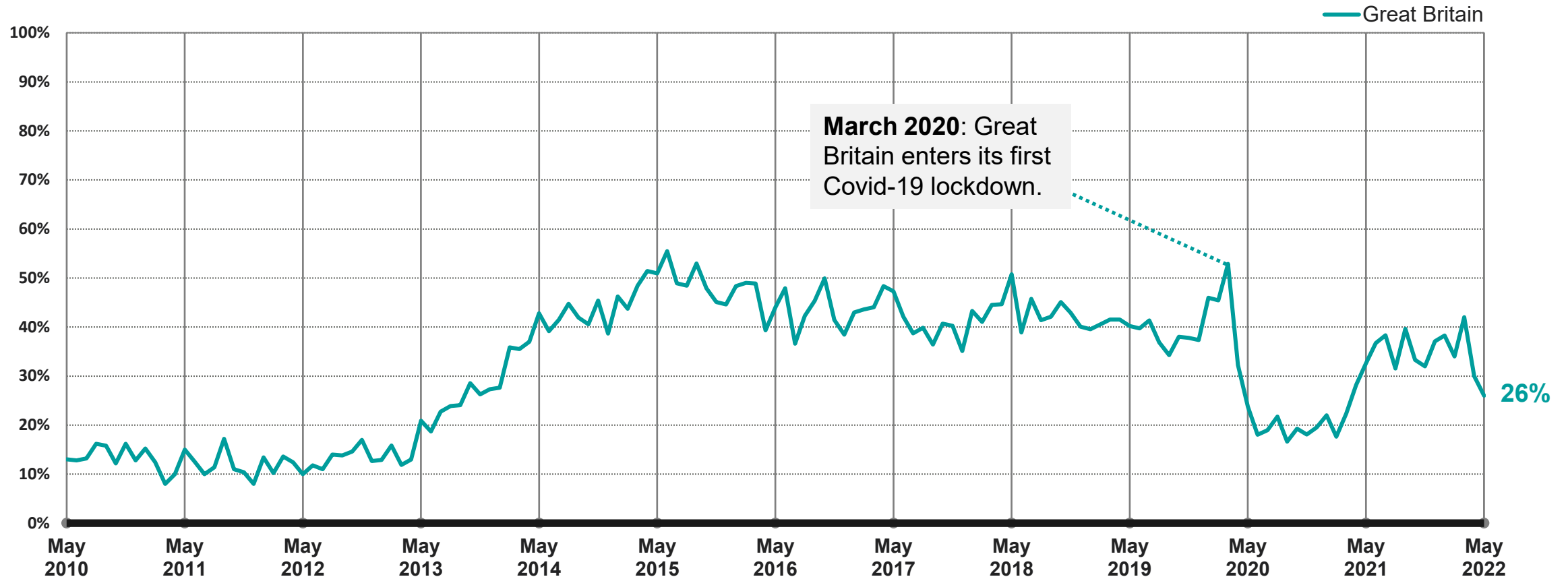


Base: Representative sample c. 1000 adults aged 18-74 in the US, 2010 - 2022.
Source: Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



CURRENT ECONOMIC SITUATION: GREAT BRITAIN

Q How would you describe the current economic situation in your country?
(% 'Very good' or 'Somewhat good')

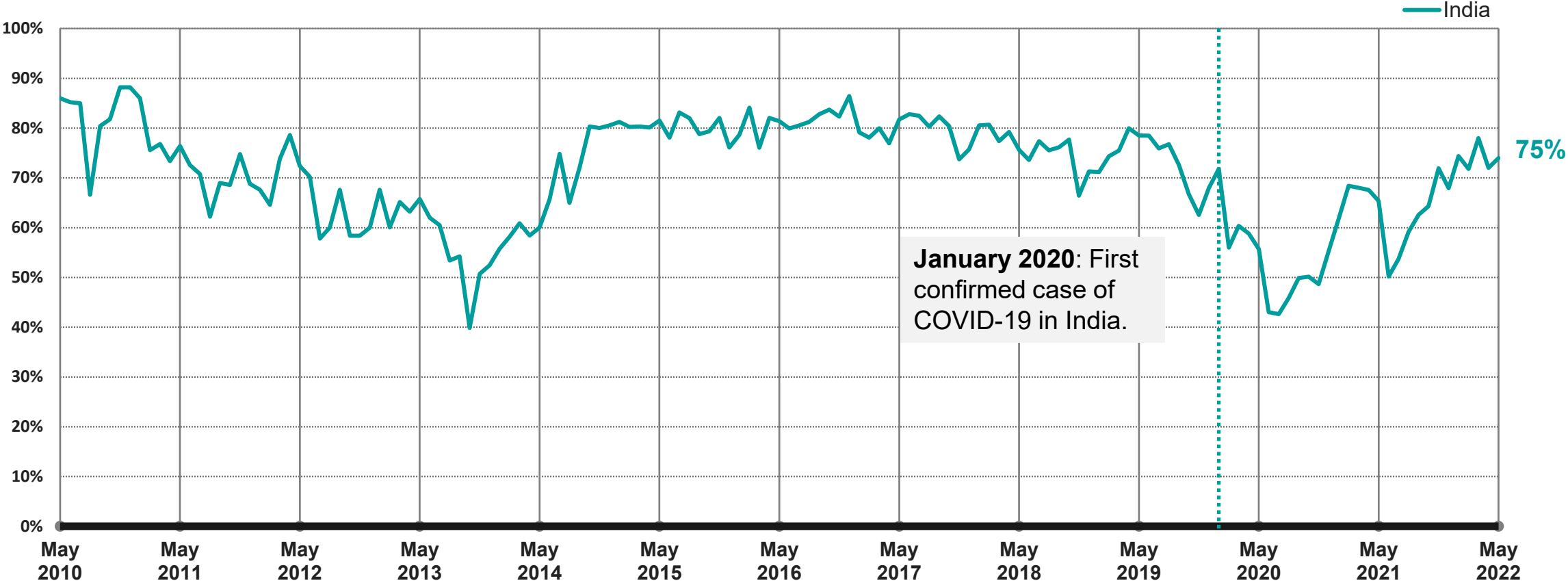


Base: Representative sample c. 1000 adults aged 16-74 in Great Britain, 2010 - 2022.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

CURRENT ECONOMIC SITUATION: INDIA

Q How would you describe the current economic situation in your country?
(% 'Very good' or 'Somewhat good')



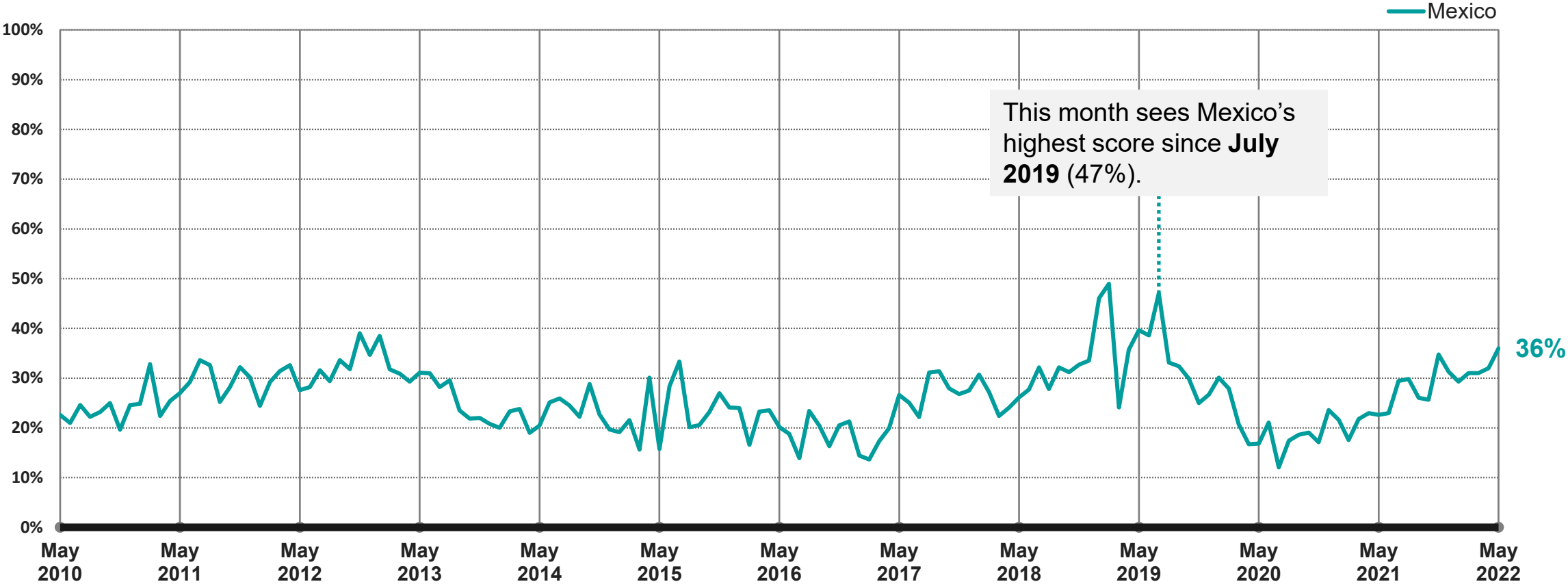
Base: Representative sample c. 500 adults aged 16-74 in India, 2010 - 2022.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



CURRENT ECONOMIC SITUATION: MEXICO

Q How would you describe the current economic situation in your country?
(% 'Very good' or 'Somewhat good')



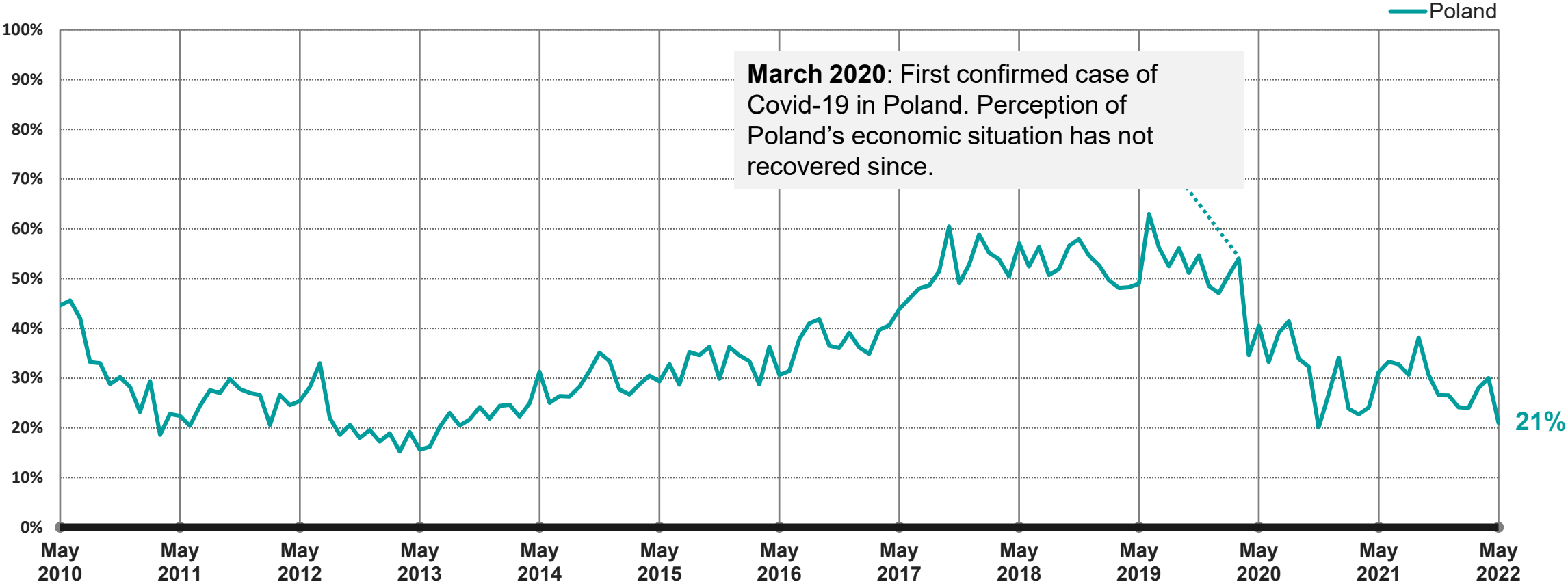
Base: Representative sample c. 500 adults aged 16-74 in Mexico, 2010 - 2022.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



CURRENT ECONOMIC SITUATION: POLAND

Q How would you describe the current economic situation in your country?
(% 'Very good' or 'Somewhat good')



Base: Representative sample c. 500 adults aged 16-74 in Poland, 2010 - 2022.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



METHODOLOGY

This 27-country Global Advisor survey was conducted between April 22nd, 2022, and May 6th, 2022, via the Ipsos Online Panel system among 19,000 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Turkey and the United States, and 16-74 in all 20 other countries.

The “Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result.

The sample consists of approximately 1000+ individuals in each of Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Israel, Japan, Mexico, Spain, Sweden, and the US, and approximately 500+ individuals in each of Argentina, Chile, Colombia, Hungary, India, Malaysia, the Netherlands, Peru, Poland, Saudi Arabia, South Africa, South Korea, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the US can be taken as representative of these countries’ general adult population under the age of 75.

The samples in Brazil, Chile, Colombia, India, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more “connected” segment of these populations.

Weighting has been employed to balance demographics and ensure that the sample’s composition reflects that of the adult population according to the most recent census data.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of don’t knows or not stated responses

The publication of these findings abides by local rules and regulations.